

Interactive Survey

June 8, 2001

Joint Congress of the Arts

During the Joint Congress on the Arts, the California Arts Council (CAC) and the California Assembly of Local Arts Agencies (CALAA) contracted with Quick Tally Interactive Systems to wire several hundred seats with hand held voting instruments so that attendees could provide their immediate responses to a series of questions. Several hundred people participated in what turned out to be a lively morning session conducted by Juan Carrillo, Chief of Grant Programs at the CAC.

A group of demographic questions were answered first so as to create voter profiles, followed by responses to issues in the arts.

Attached is the summary data provided by participants during the session. A few cross tabulation results precede the summary data so that you might see how the information can be further drawn from the data which provides further insights, comparisons, and clarification. More cross tabulations will be added with time. Any cross tabulation that might interest you can be provided on the website. Please direct your desired cross tabulation questions (please, only one request per person) to cacsurvey@hotmail.com. The answer will be added to the site. Provide your name and organization with your request.

Sample Cross Tabulation Results

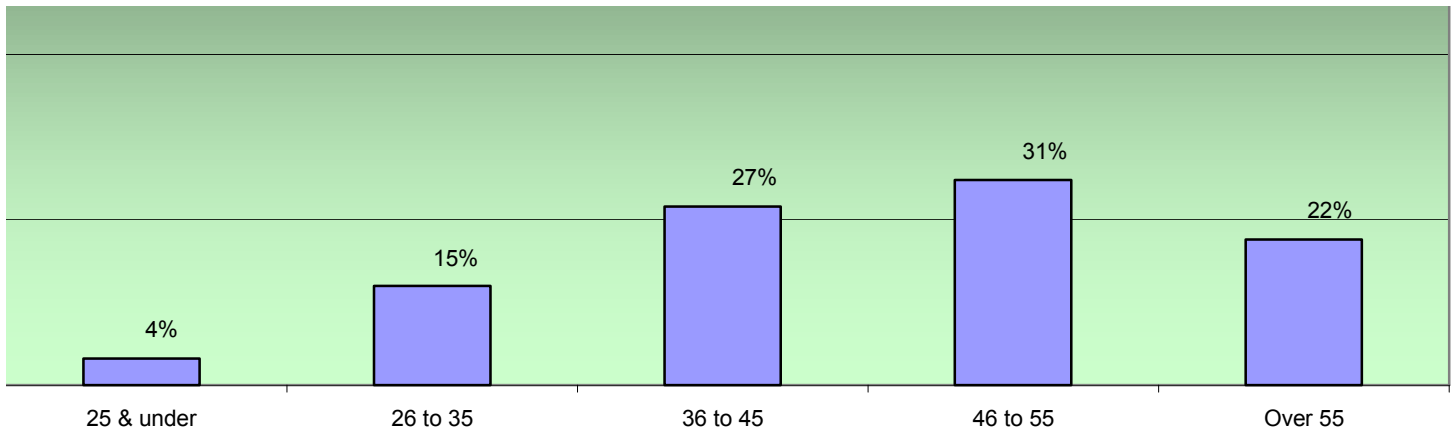
- Asian Americans believe that the most significant success of the Arts Council's 25-year history was The Effectiveness of All Grants Programs while Pacific Islanders believed it to be the Advancement of Multiculturalism.
- The Lack of Arts Education in the Schools was cited as the biggest problem confronting the arts in California today. This opinion was held by all genders, ethnic groups, education levels, artistic disciplines and age groups. The greatest number of exceptions to it were within regional representation.

Examples:

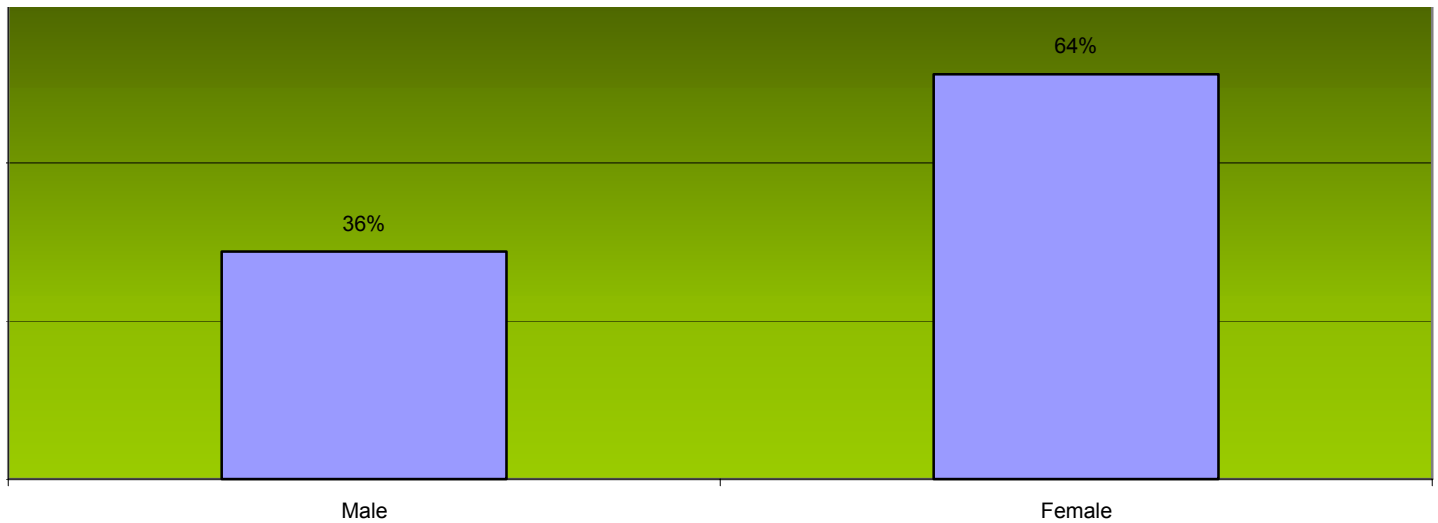
- Sacramento/North to the Border ("No Political Muscle");
 - Central Valley ("Lack of Funding for Cultural Diversity" & "Reaching Next Generation of Audiences");
 - San Diego & Silicon Valley ("Reaching Next Generation of Audiences");
 - Inland Empire ("Insufficient Audiences"); and
 - Eastern California ("Insufficient Public Money").
- While nearly 2/3 of attendees stated that the highest priority for the CAC should be Generating Additional Funding for the Arts, Poets and Writers voted instead for Seed Funding for New Initiatives.
 - Small budget organizations (under \$50,000 per year) believe the highest priority for the CAC should be Generating Additional Funding for the Arts. The largest budget organizations (over \$10 million) believe the same.
 - Young people (Under age 25) believe the most important new initiative of the CAC should be Increasing the Salaries of People in the Arts. On the other hand, people over 55, believe it should be Marketing the Arts.
 - While 10% of the participants attending the Quick Tally session were Latinos, they had the largest percentage of artists represented within the group (28%).
 - While participants most often cited Lack of Funding as the biggest obstacle to success, Native Americans and Caucasians/Euro Americans cited Limited Staffing Resources as their most frequent obstacle.
 - While 32% of Executive Directors/CEO's and Senior Administrative Staff cited Increasing the Salaries of People in the Arts as the most important future initiative of the CAC, 62% of Other Staff thought this to be most important. Further, the greatest disparity on the importance of this issue were the votes cast on this issue between Artistic Directors (44%) and Senior Artistic Staff (0%).

Demographic Data

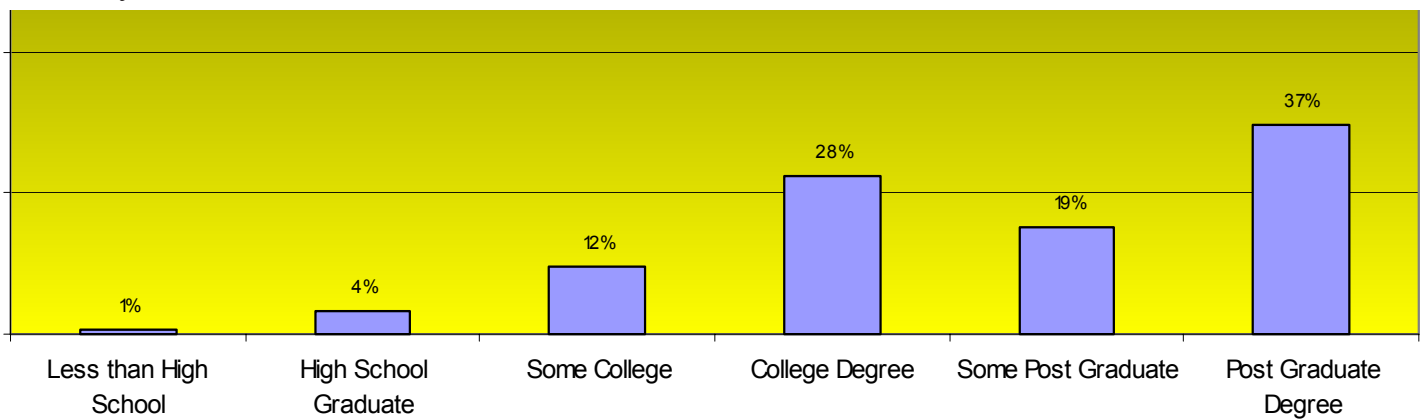
What is your age?



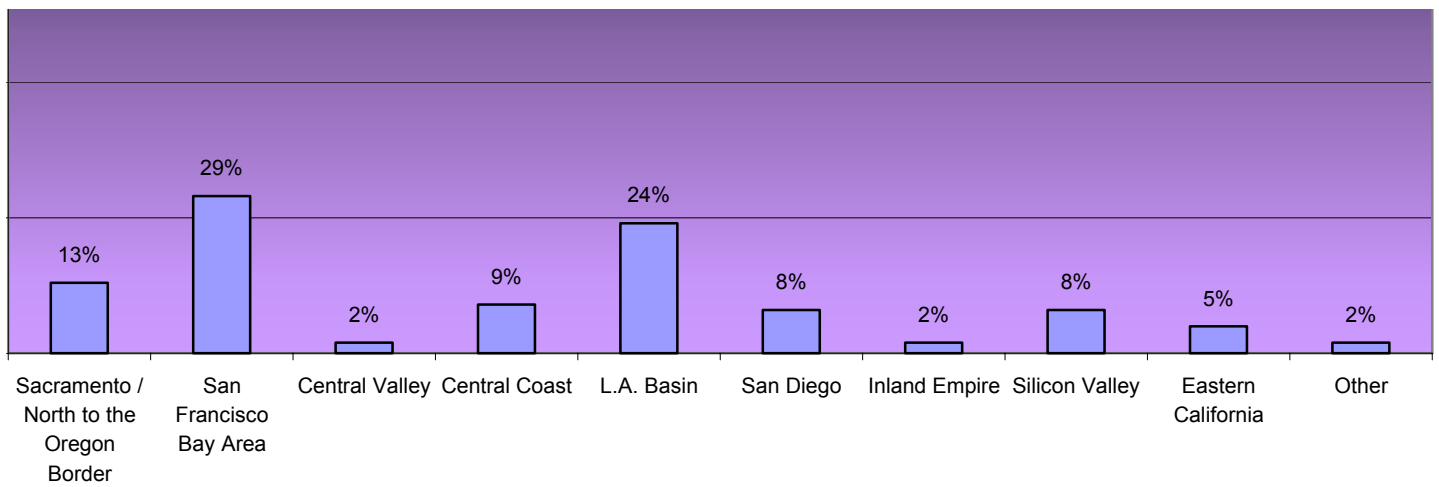
What is your gender?



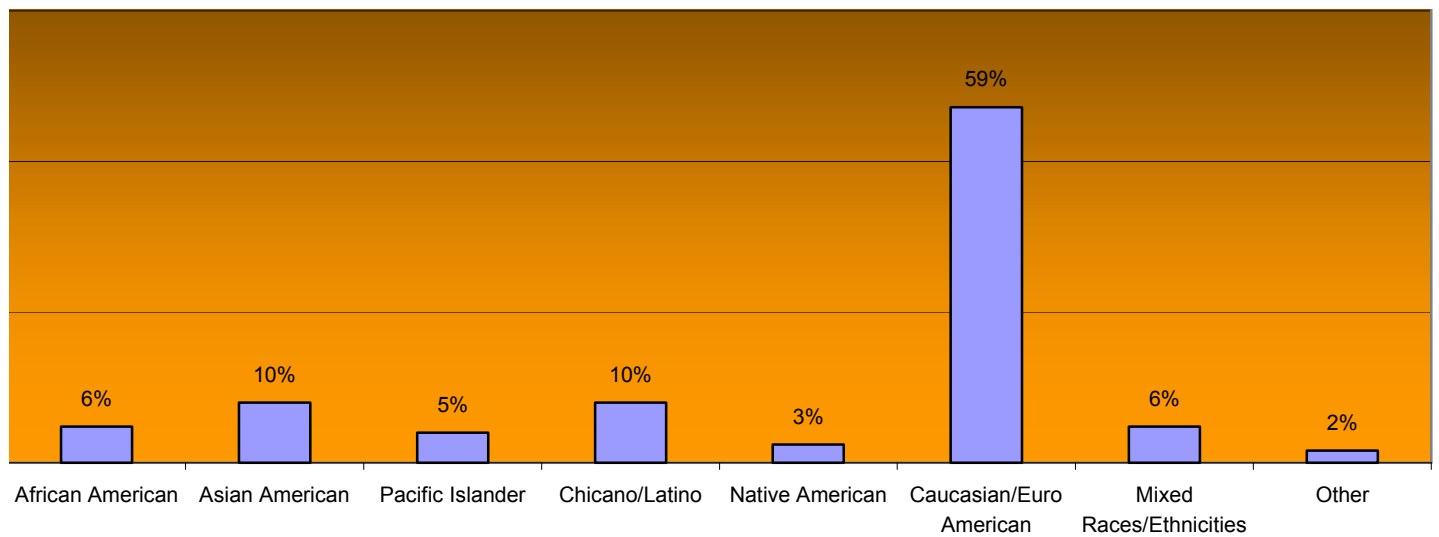
What is your education level?



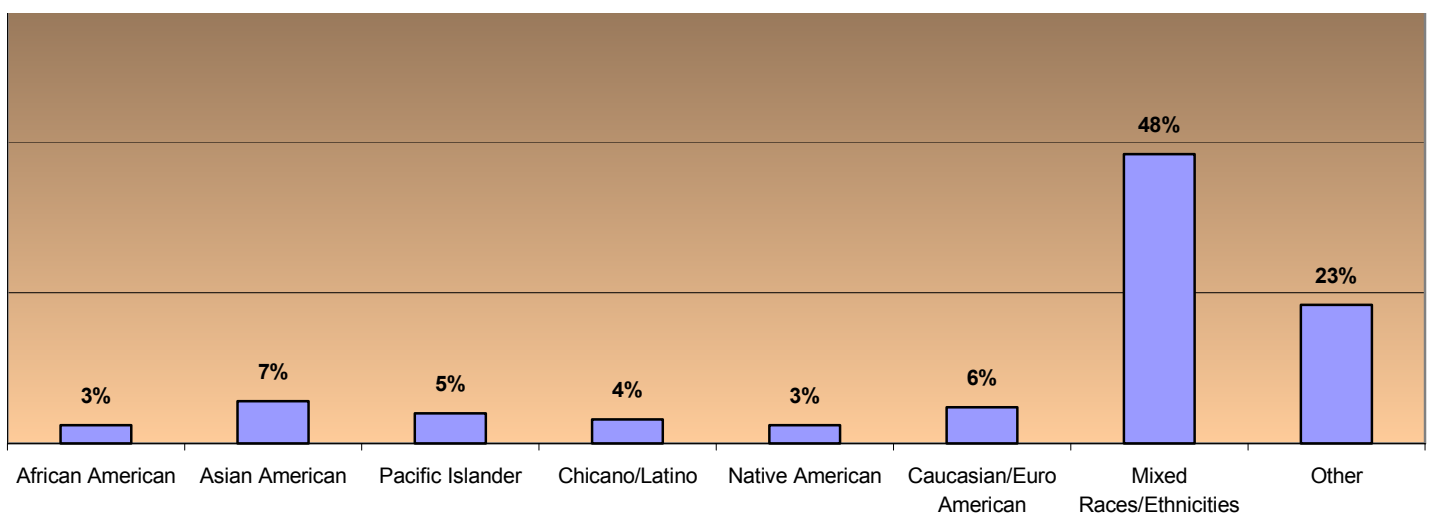
Where are you (or your organization) from?



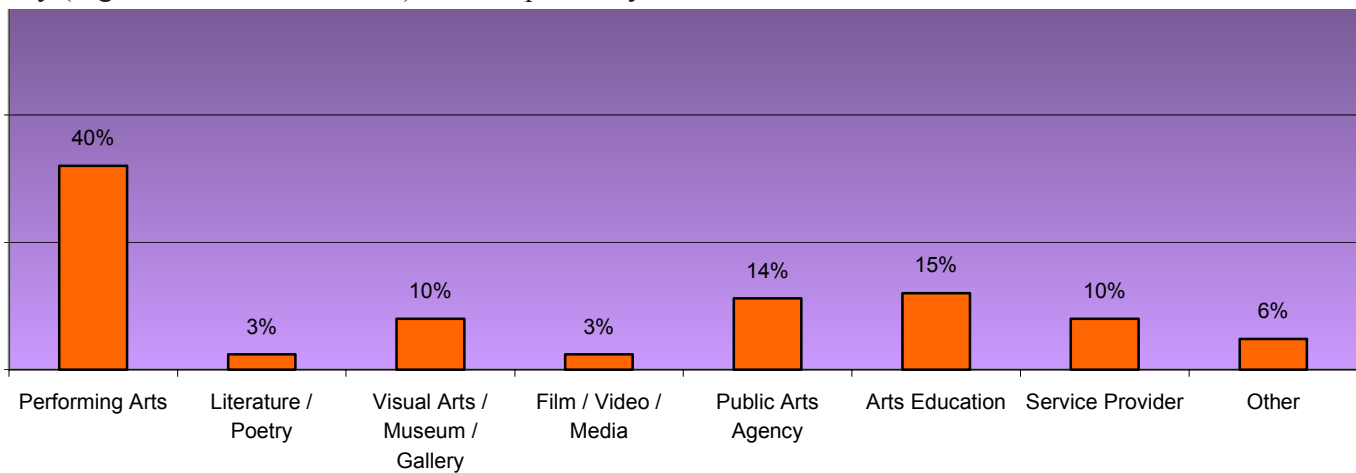
What is your race/ethnic group?



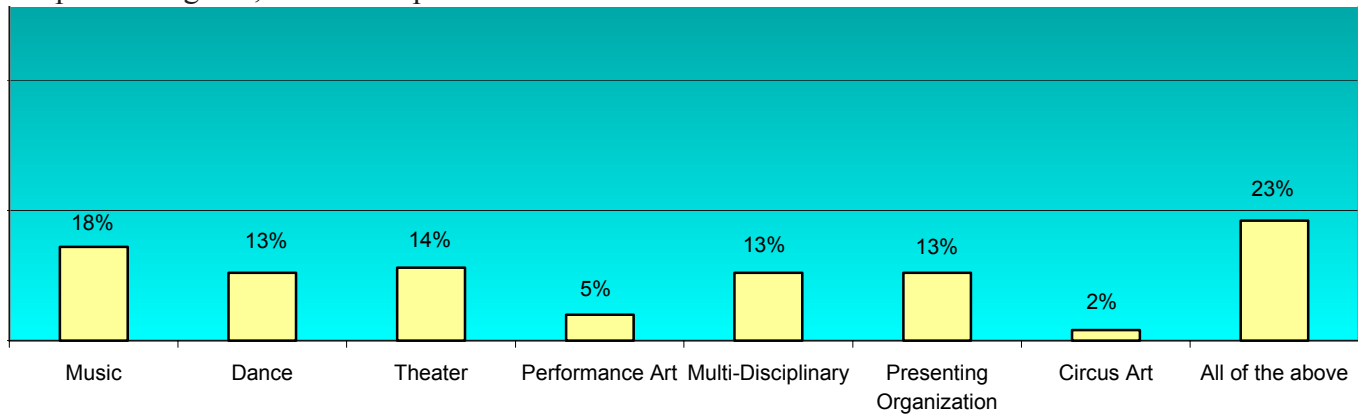
My organization best represents the interests of...



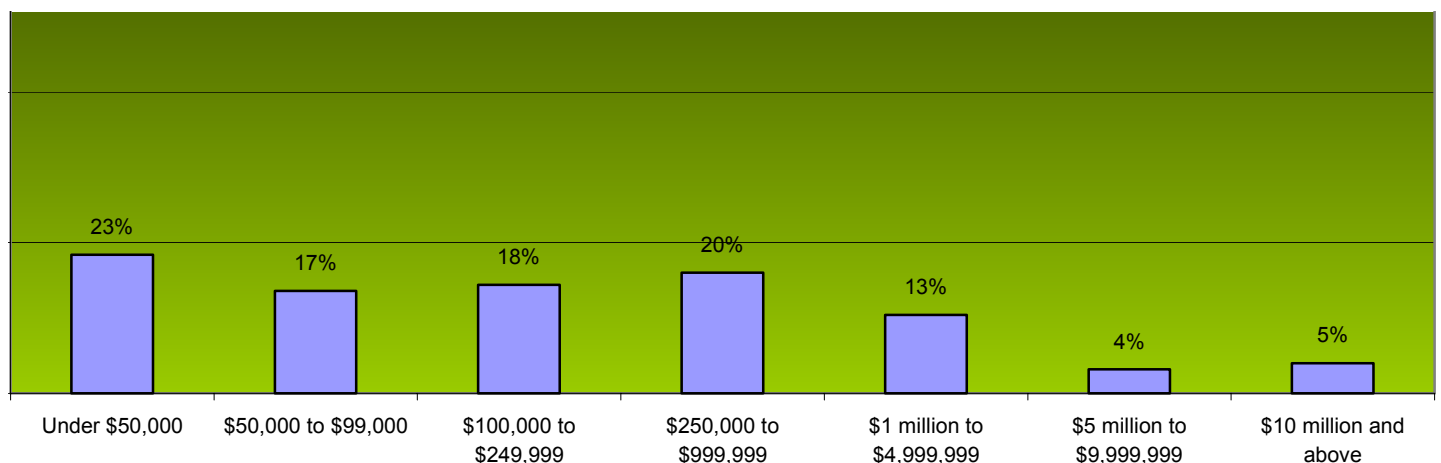
My (organization or individual) work is primarily in:



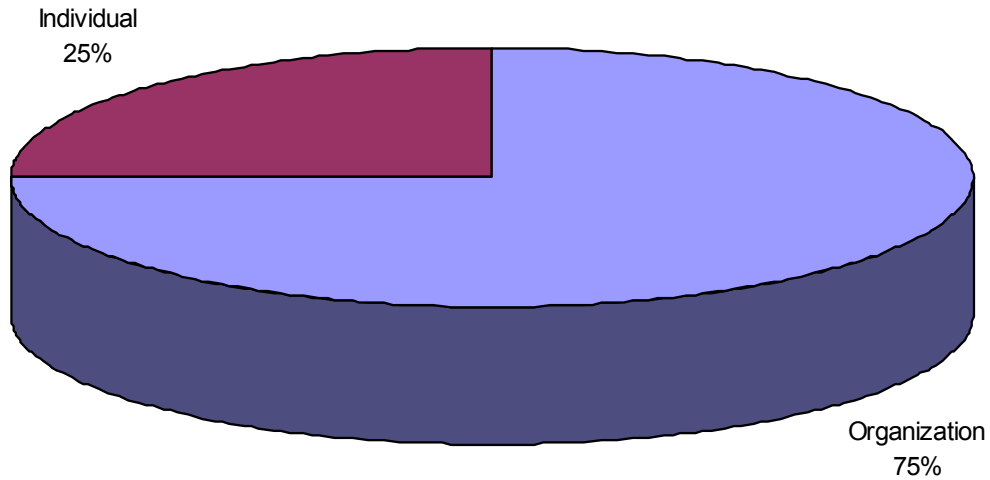
If "performing arts," what discipline?



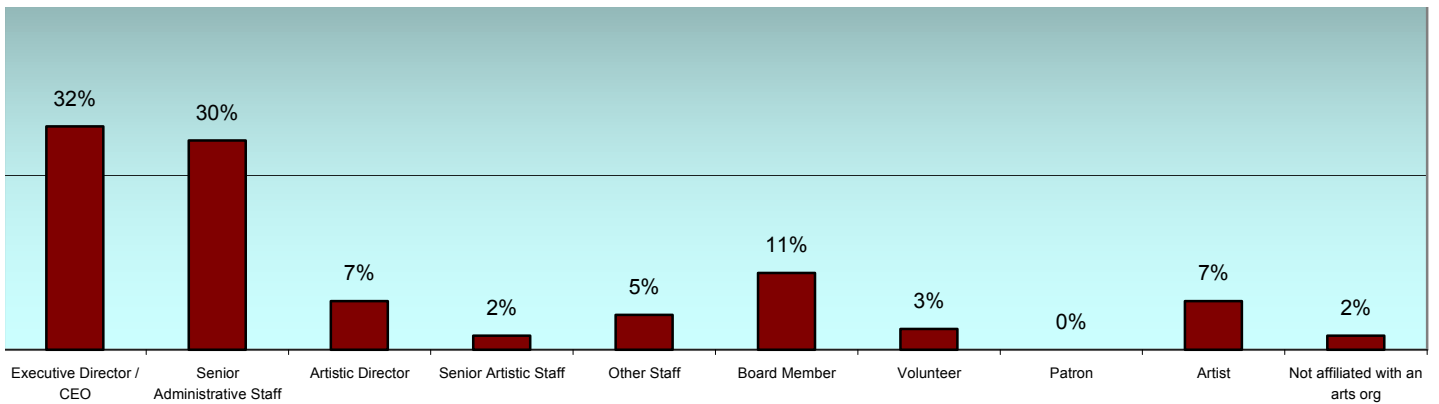
What is the budget size of your organization?



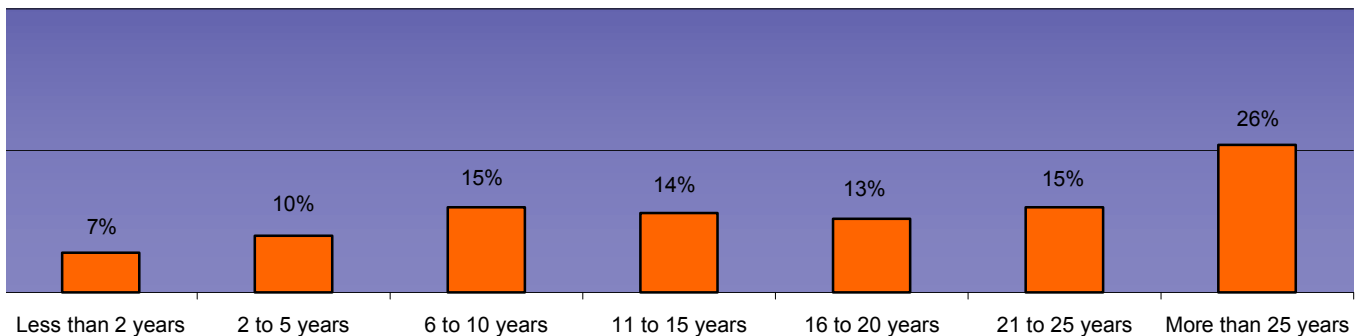
I am participating as a representative of an organization or as an individual.



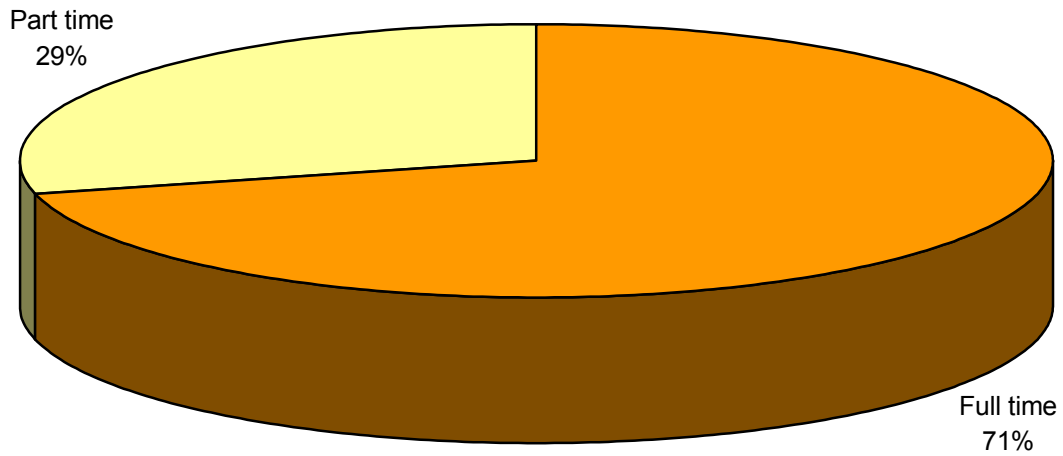
My primary position in my arts organization is:



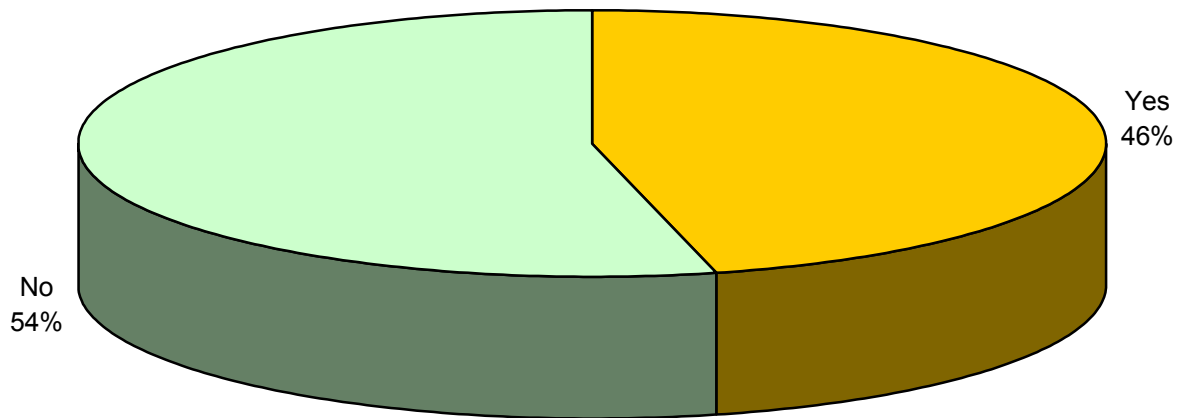
How many years have you been an arts worker/administrator?



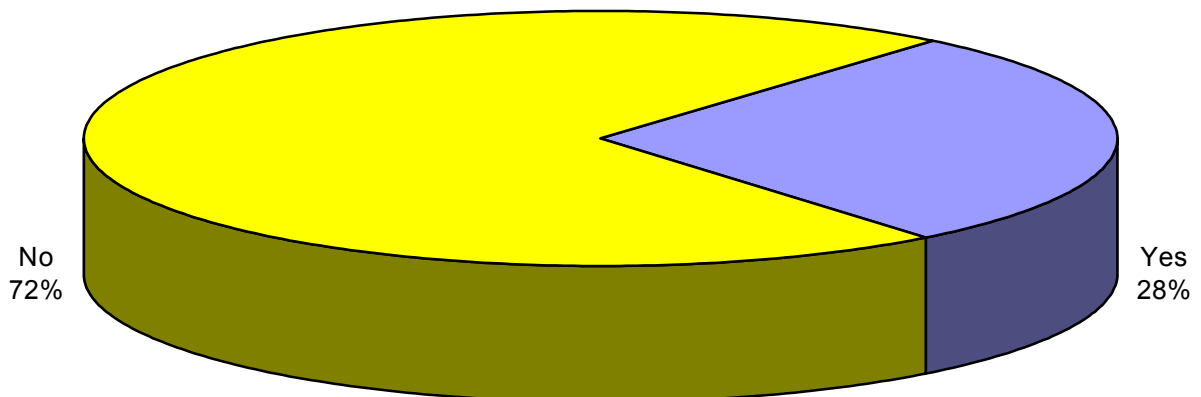
Do you work full-time or part-time in the arts?



Does your arts organization provide a health plan?

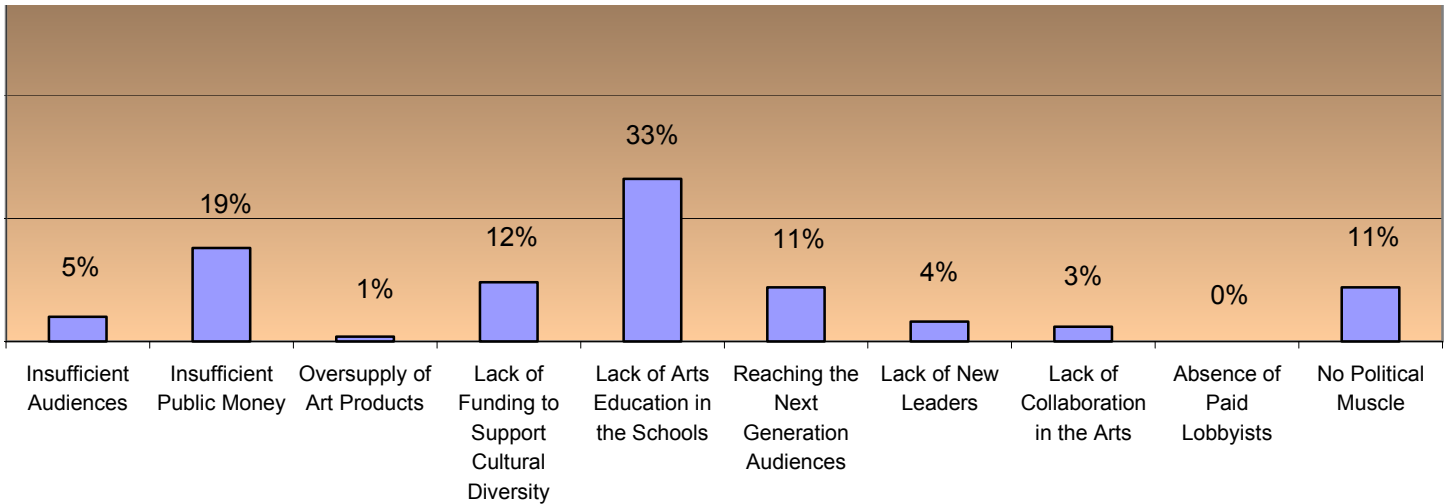


Does your arts organization contribute to a retirement program?

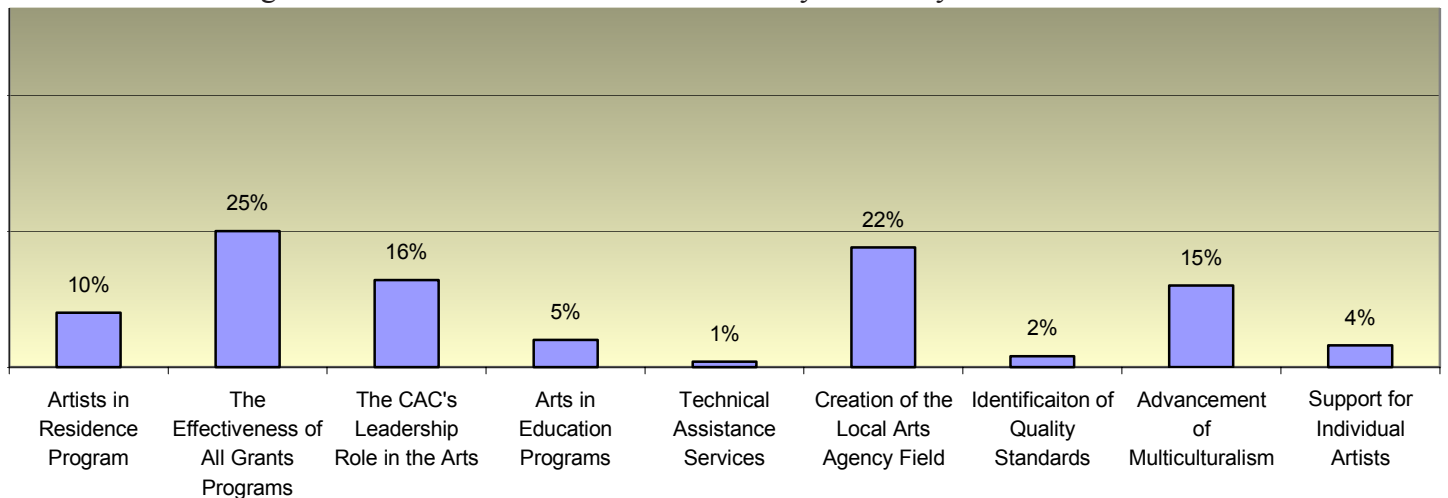


Issues

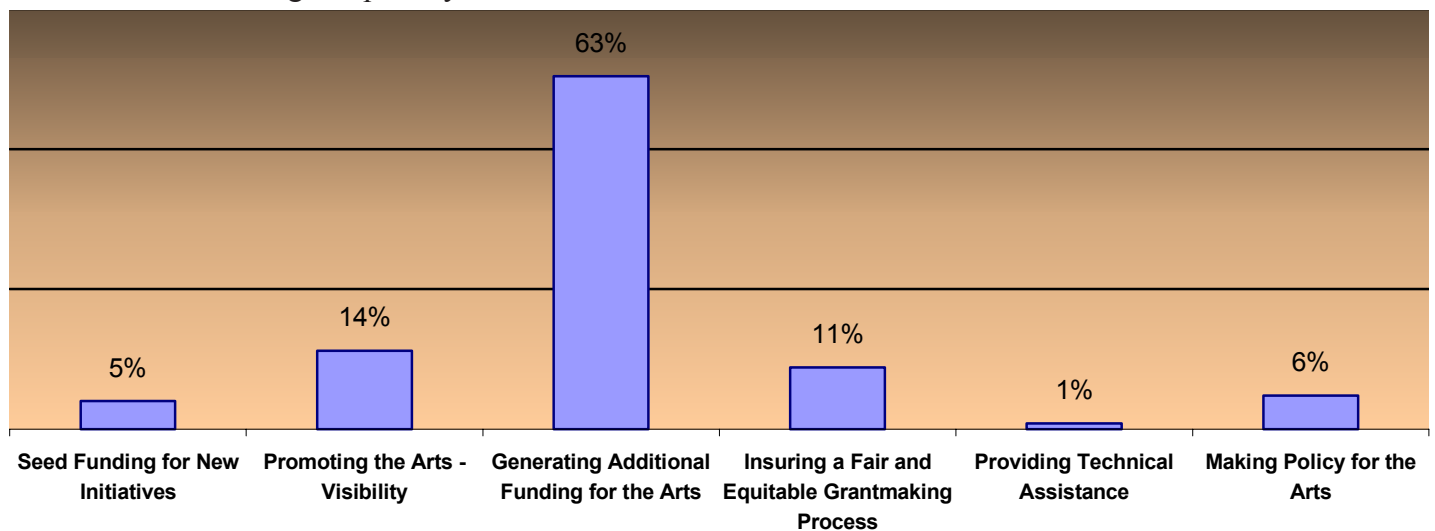
What is the biggest problem confronting the arts in California today?



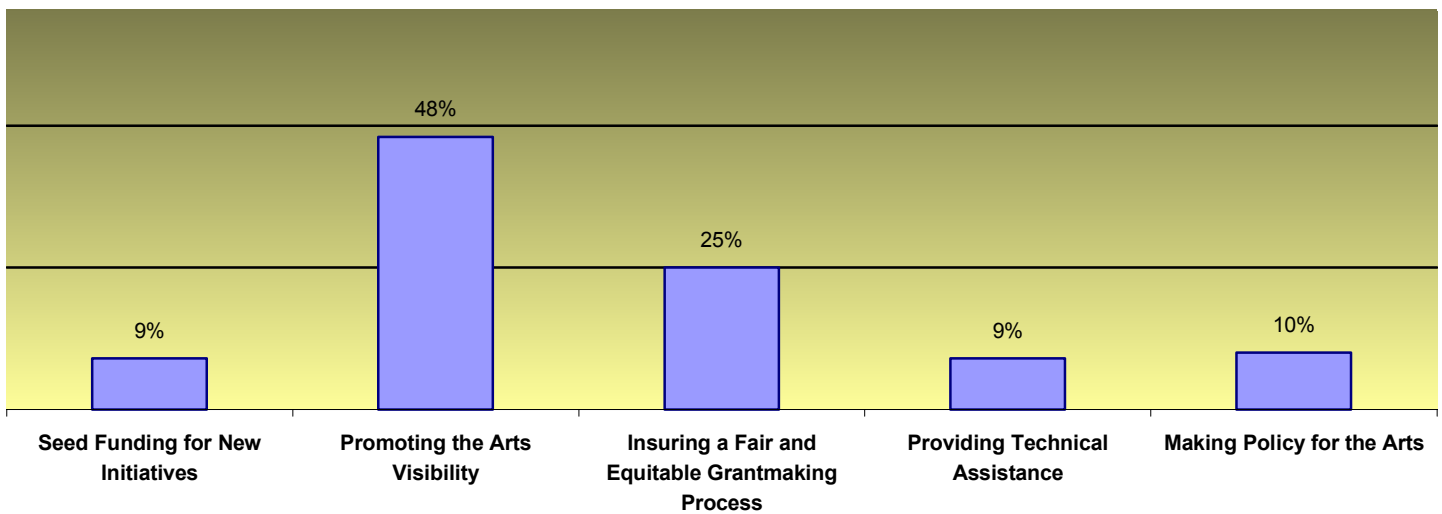
What is the most significant success of the Arts Council's 25-year history?



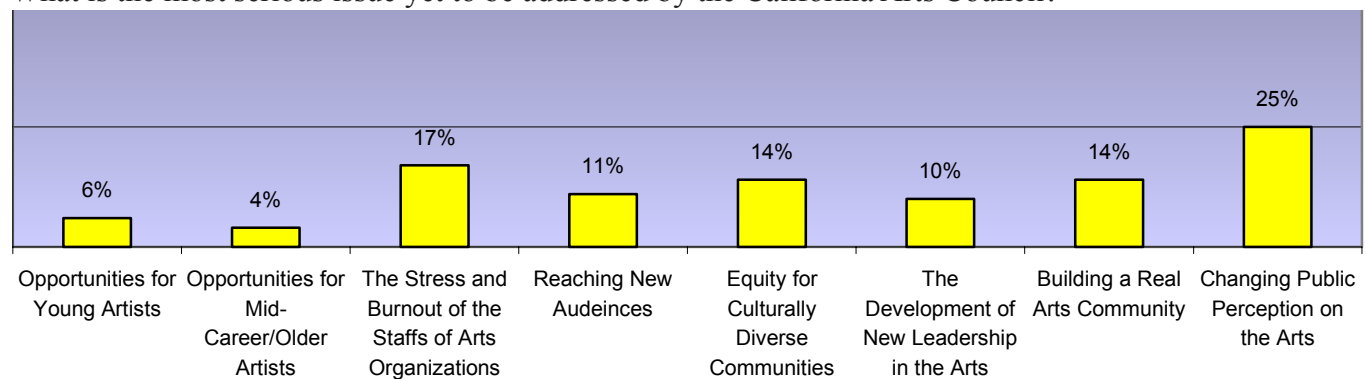
What should be the highest priority for the California Arts Council?



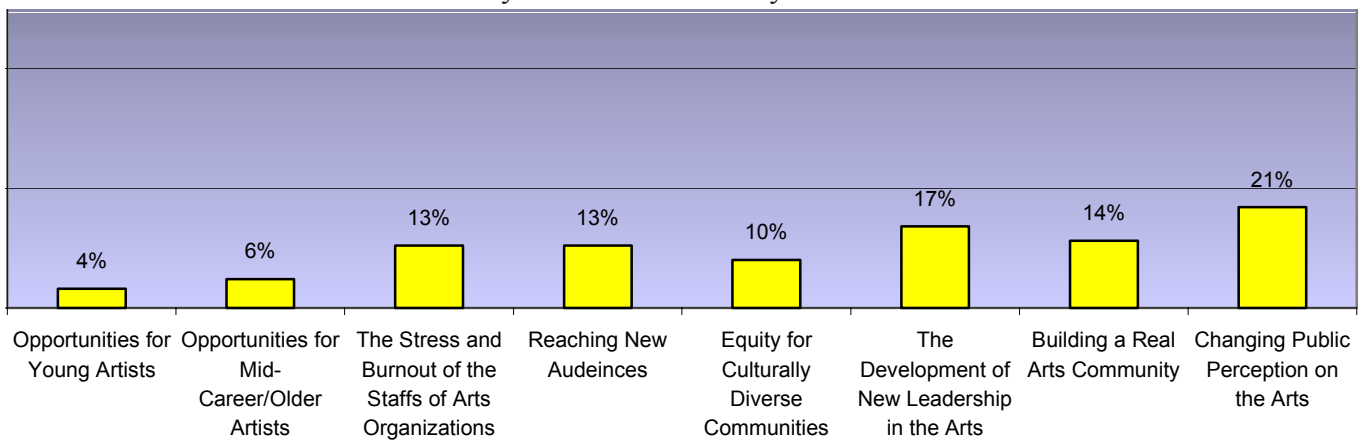
What should be the second highest priority for the California Arts Council?



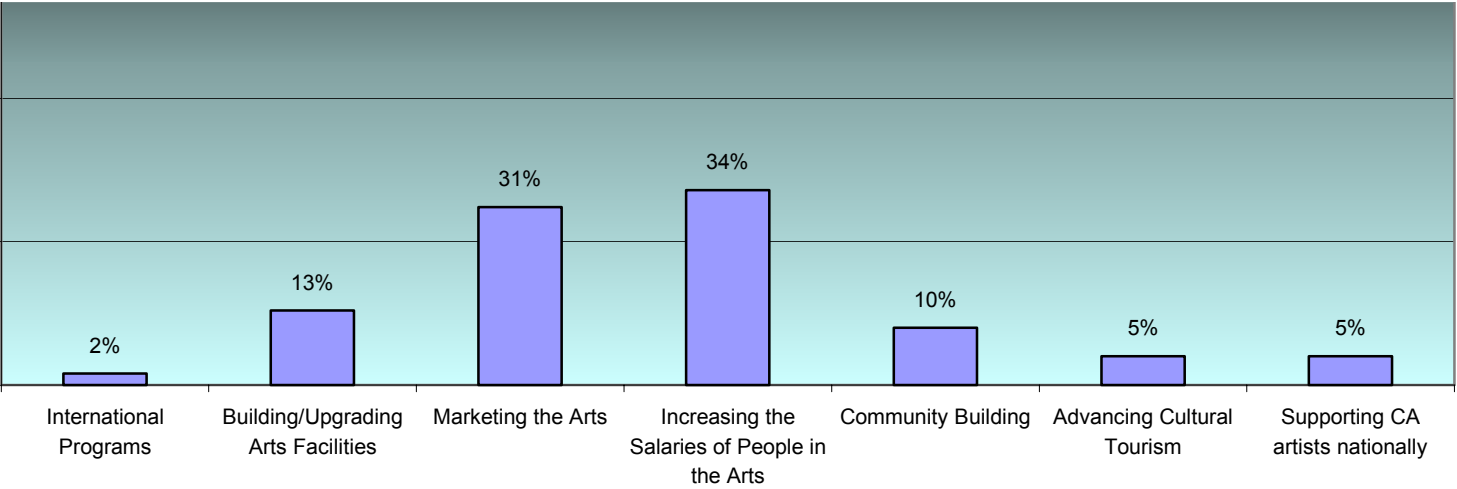
What is the most serious issue yet to be addressed by the California Arts Council?



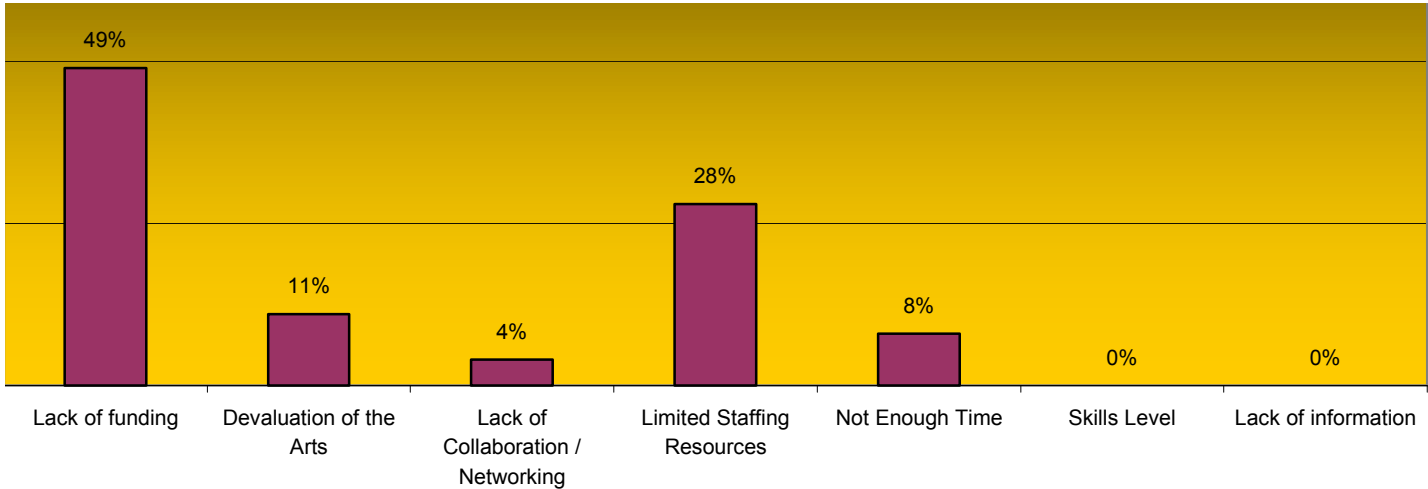
What is the *second* most serious issue yet to be addressed by the California Arts Council?



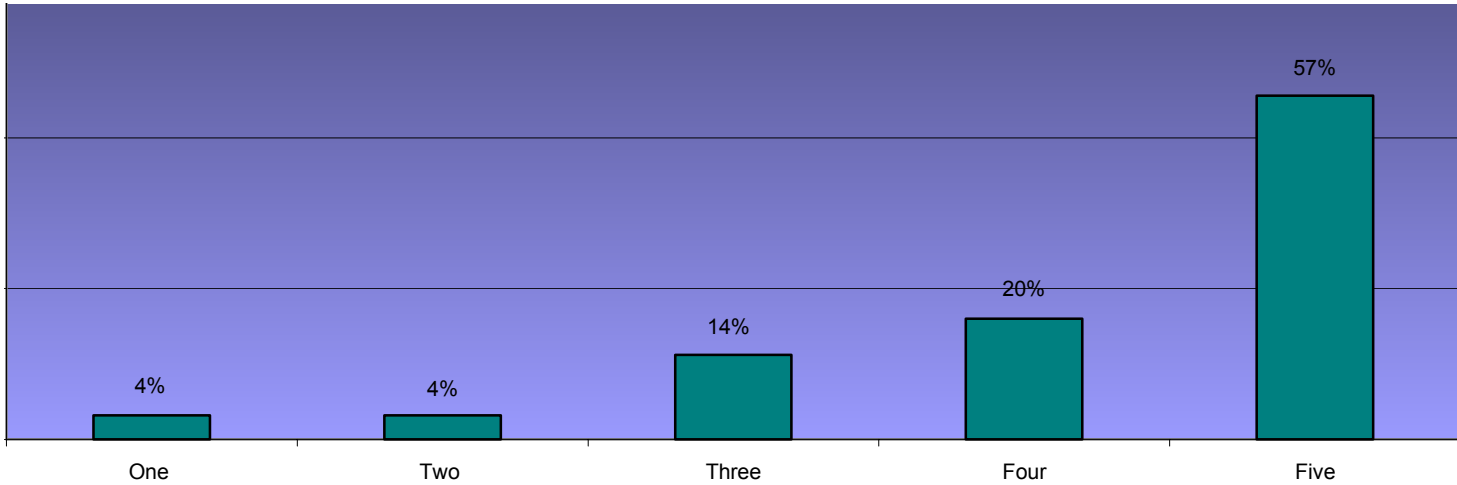
The most important new initiative by the California Arts Council should be:



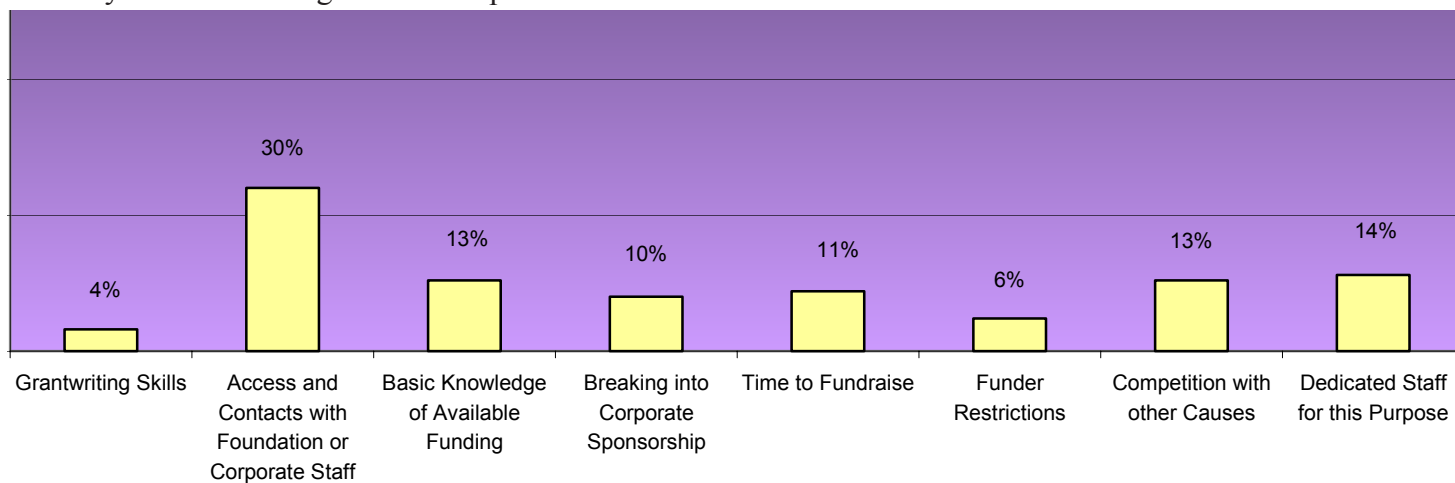
What is the biggest obstacle to your success?



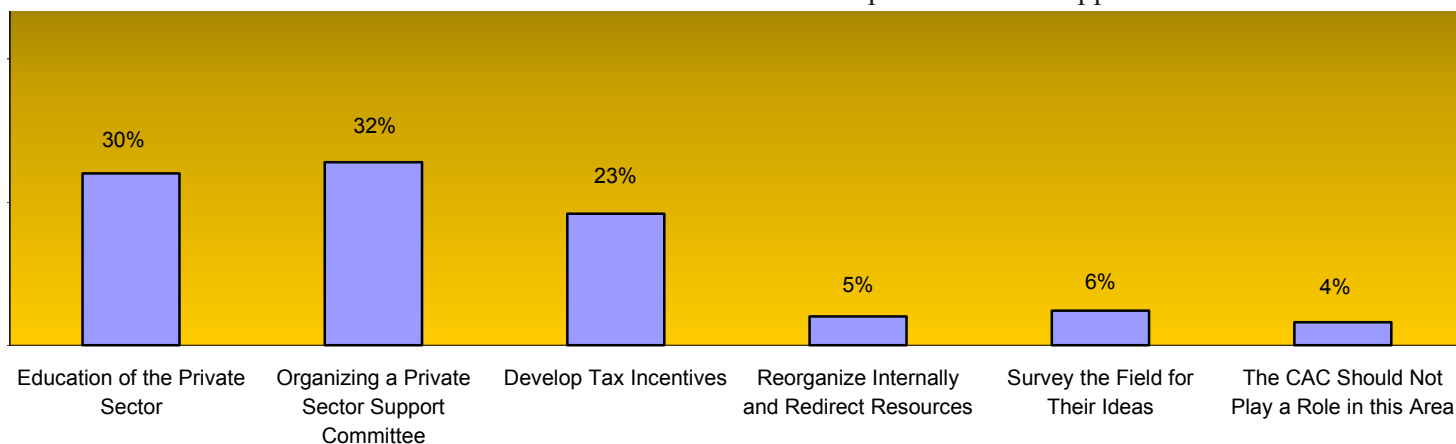
On a scale of one to five (five being the highest), how high a priority should the development of Private Sector Partnerships, Sponsorships, and Funding to support the arts be for the CAC?



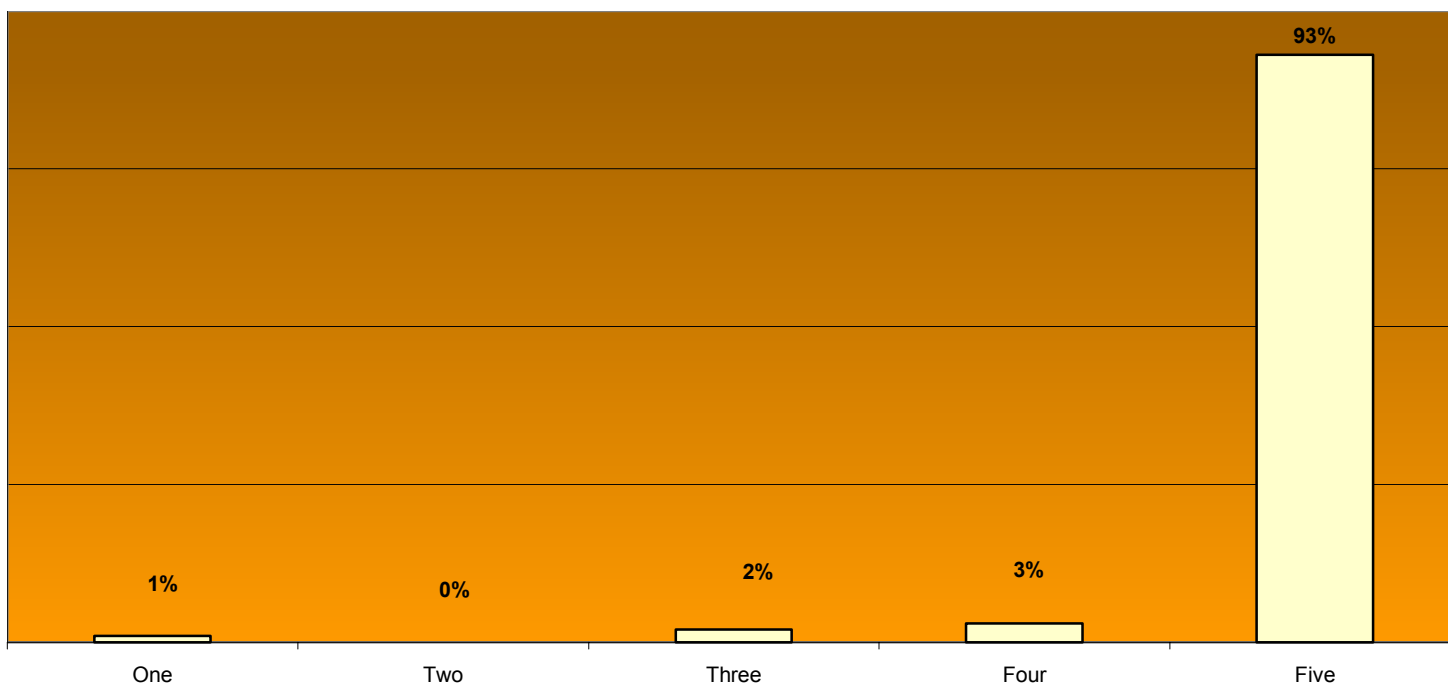
The key issue for raising funds from private sources is:



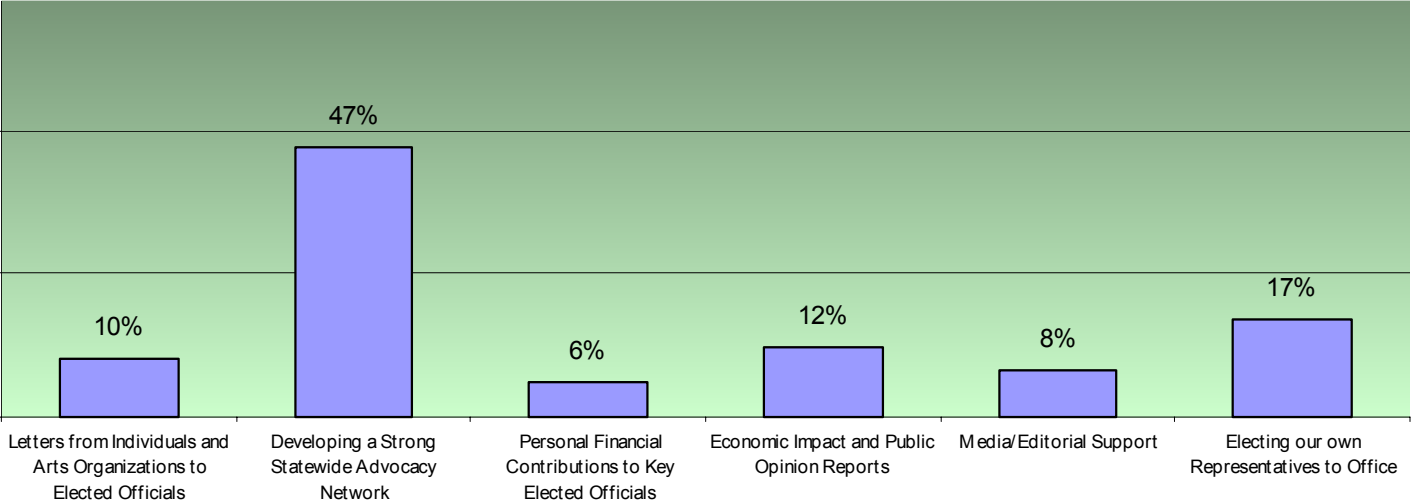
What should the role of the California Arts Council be relative to private sector support for the arts?



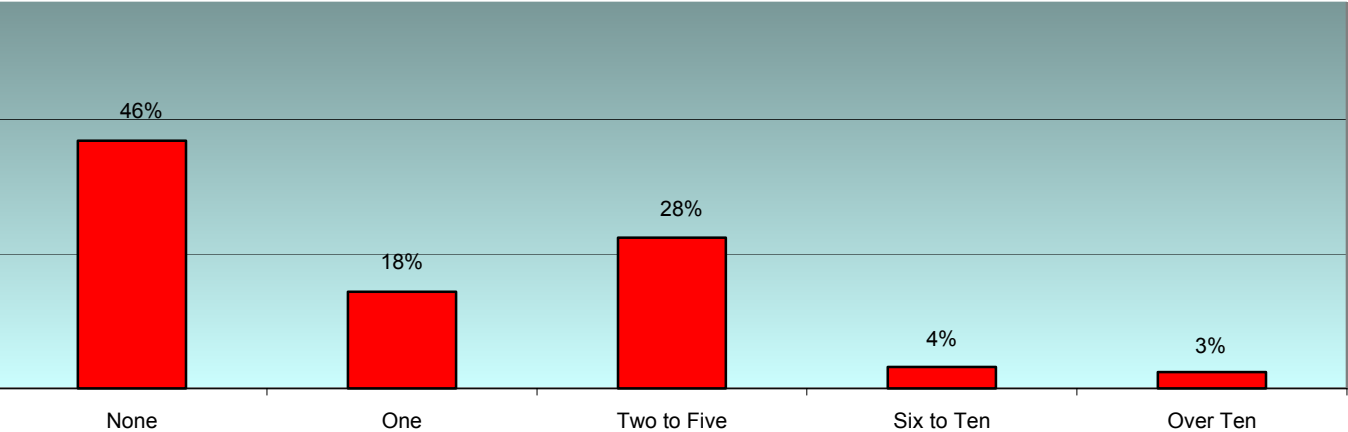
On a scale of one to five (five being the highest), how important is political advocacy to support the budget of the California Arts Council?



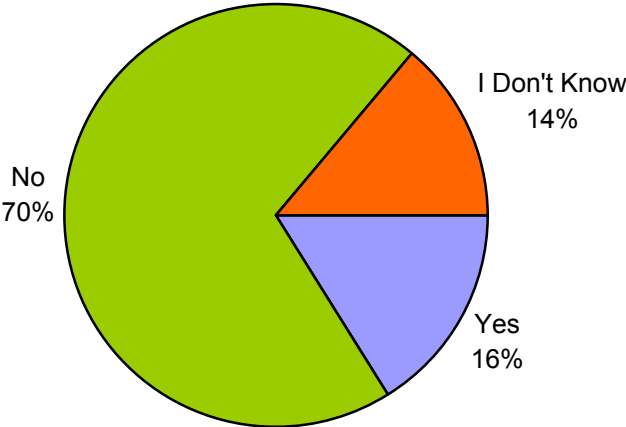
What do you think will be the key element to obtaining a larger budget for the California Arts Council?



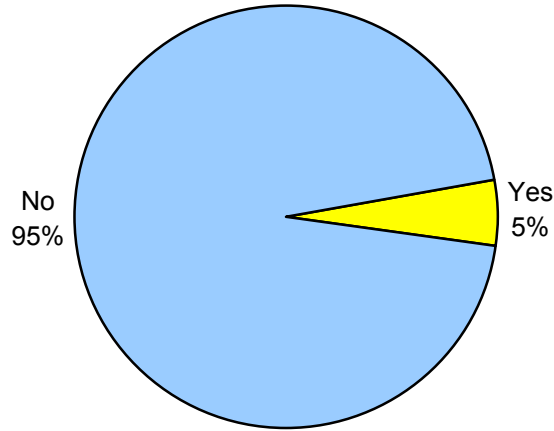
In the past twelve months, how many times have you written letters, or made direct contact or telephone calls in support of the CAC's budget? (Not counting this Joint Congress.)



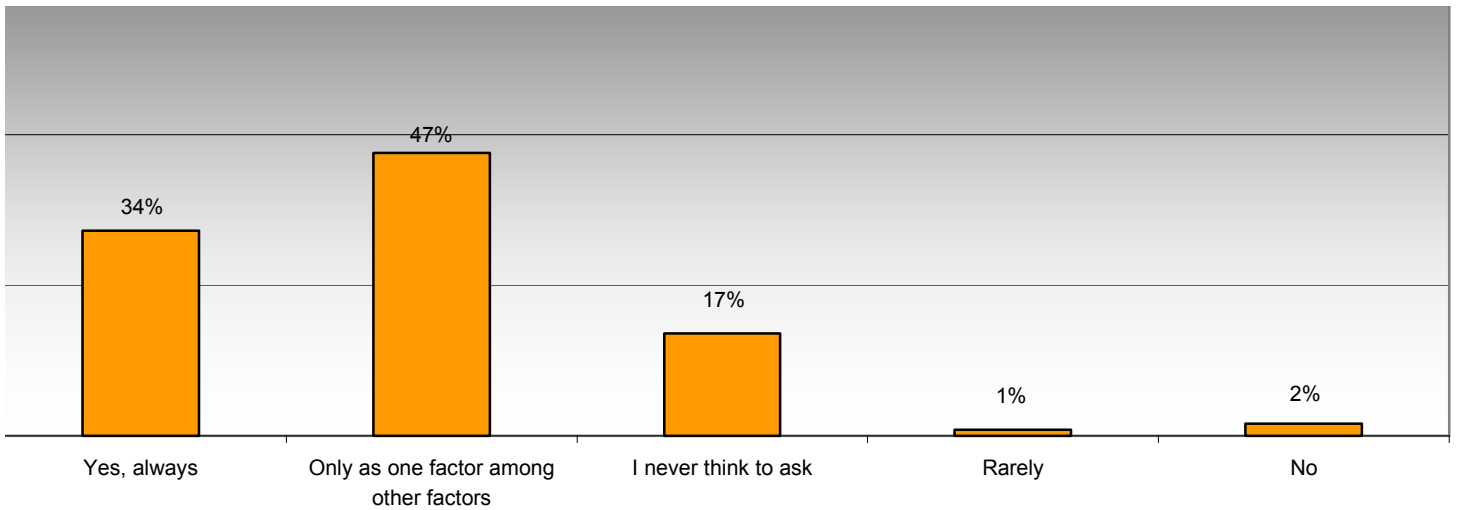
Are you or your organization a dues paying member of the California Arts Advocates?



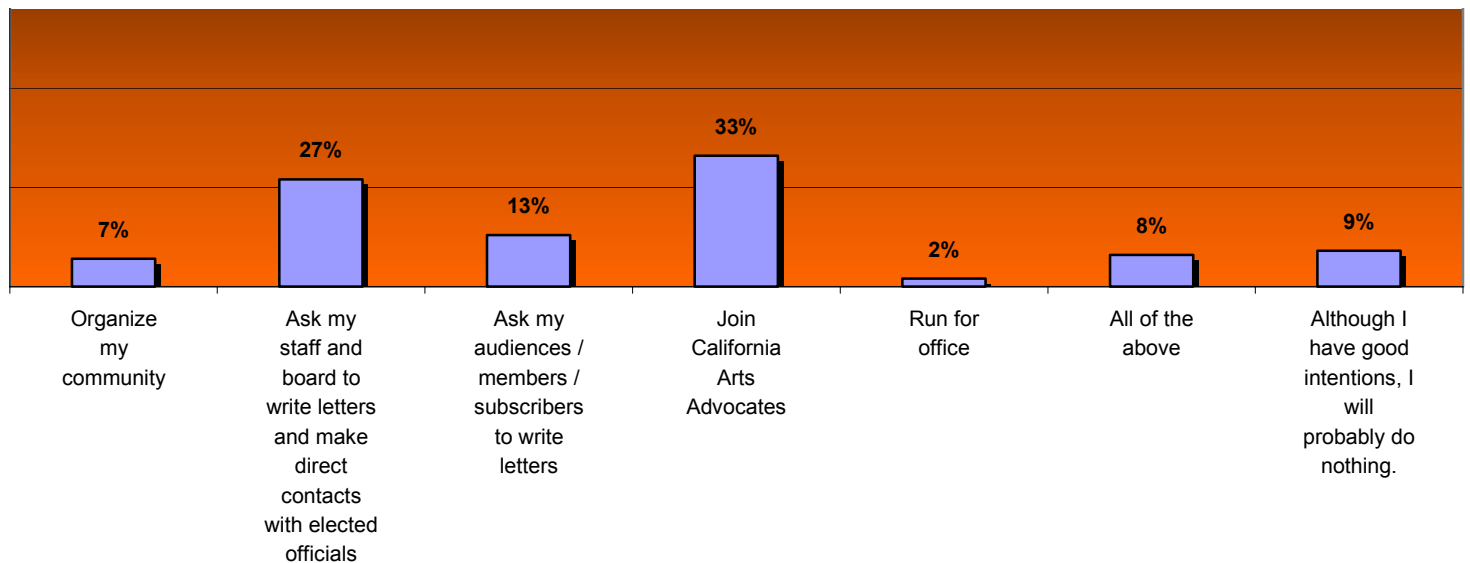
Are you a member of Legislative Action Committee for Arts Education?



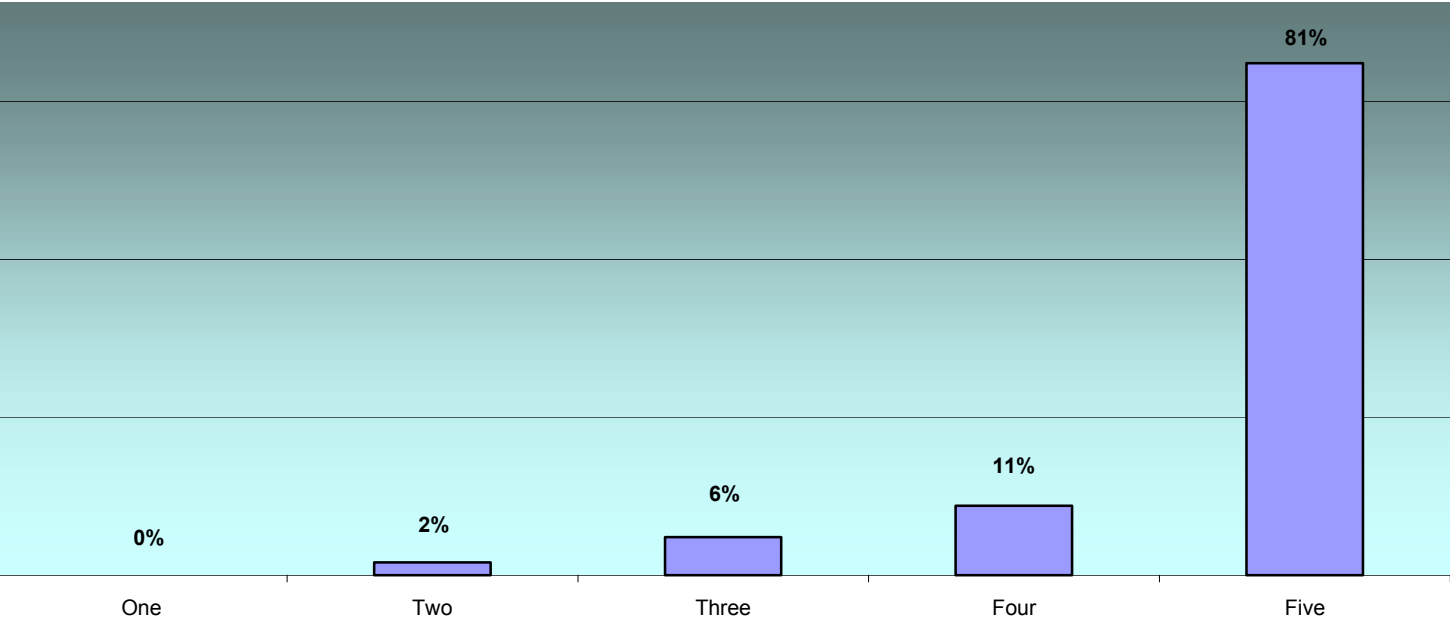
Is support for the arts a requirement of candidates for elected office when you vote for them?



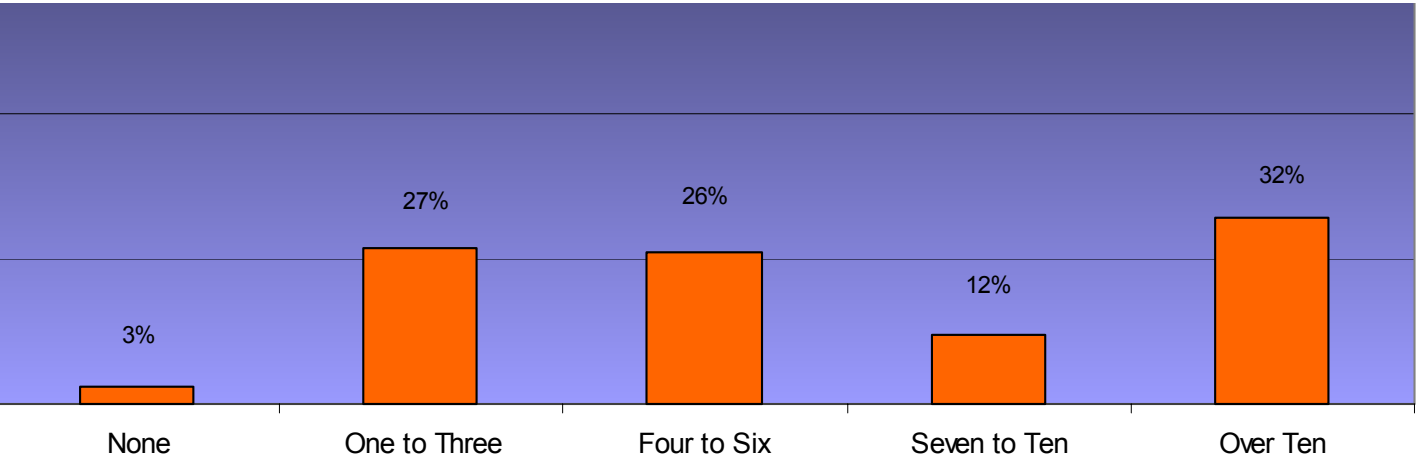
Based on the political action responses, which of the following direct actions will I take in support of the Arts Council?



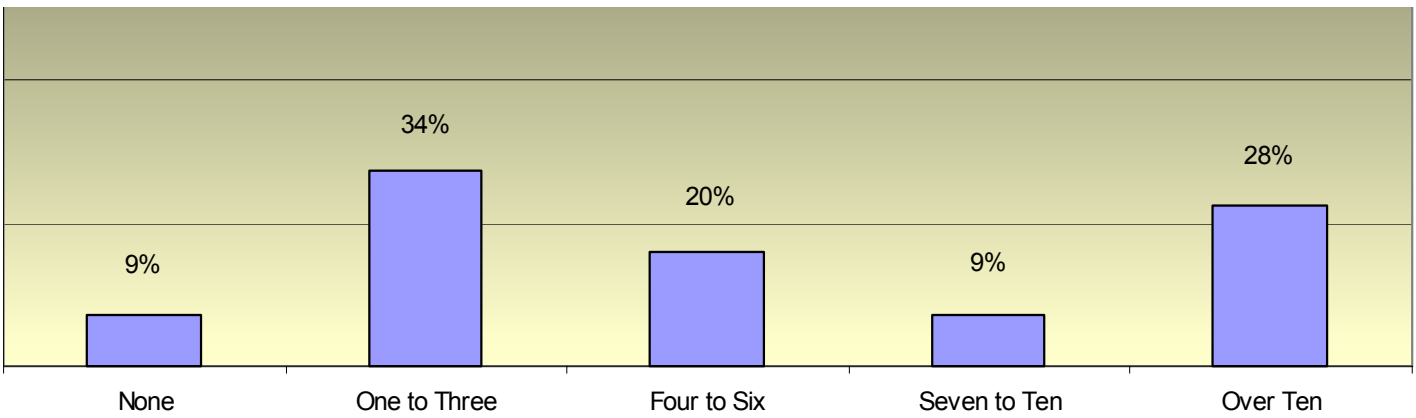
On a scale of one to five (five being the highest), and based on your direct experience, how important is collaboration with other arts organizations?



In the last twelve months, on how many projects have you or your organization worked collaboratively with others in the arts?



In the last 12 months, on how many projects have you or your organization worked collaboratively with people and organizations outside of the arts?



What would assist you in working more collaboratively with others (beyond financial support)?

